AMENDMENT AND PRESENTATION OF CLAIMS

Please replace all prior claims in the present application with the following claims.

1. - 4. (Canceled)

5. (Currently Amended) An apparatus comprising:

at least one processor; and

at least one memory including computer program code for one or more programs,

the at least one memory and the computer program code configured to, with the at least one processor, cause the apparatus to perform at least the following,

generate a message when the apparatus determines that the apparatus arrives in a localized service area, the message specifying that the apparatus is in the localized service area;

cause, at least in part, transmission of the message to a communications system; and

receive, in response to the message, one or more available services localized based upon the localized service area,

wherein the apparatus is embedded in a mobile user terminal.

6. (Currently Amended) An apparatus of claim 5, wherein the ~~apparatus~~ mobile user terminal is a mobile phone, and said at least one memory includes a removable memory.

7. (Currently Amended) A method comprising:

generating, at a mobile station, a message when the mobile station determines that it arrives in a localized service area, the message specifying that the mobile station is in the localized service area; and

causing, at least in part, transmission of the message to a communications system; and

receiving, in response to the message, one or more available services localized based upon the localized service area,

wherein the mobile station is a mobile user terminal.

8. (Previously Presented) A method of claim 7, further comprising:

in response to the message receiving one or more service changes at the mobile station.

9. (Previously Presented) A method of claim 8, wherein said one or more service changes involve sending of announcements to the mobile station.

10. – 12. (Canceled)

13. (Previously Presented) A method of claim 7, wherein the mobile station determines that the mobile station arrives in the localized service area by:

comparing a current geographic location of the mobile station with a geographic definition of the localized service area stored at the mobile station, and

determining the mobile station is located in the localized service area when the current geographic location of the apparatus is within the geographic definition of the localized service area.

14. (Previously Presented) A method of claim 13, further comprising:

receiving control information from a plurality of base stations at the mobile station, the control information including geographic coordinates of each respective one of the base stations; and

averaging the geographic coordinates of the base stations to obtain the current geographic location of the mobile station.

15. (Canceled)

16. (Previously Presented) A method of claim 7, wherein the message is either a short message service message, an unstructured supplementary service data message, or a dual tone multi-frequency-coded message.

17. (Previously Presented) A method of claim 7, wherein the message is sent to the communications system in conjunction with a telephone call or a data call.

18. (Previously Presented) A method of claim 7, wherein the one or more available services include announcements specific for the localized service area.

19. (Previously Presented) A method of claim 7, wherein the localized service area is an airport or a cafeteria.

20. (Currently Amended) An apparatus of claim 5, wherein the apparatus determines that the apparatus arrives in the localized service area by:

comparing a current geographic location of the apparatus with a plurality of geographic definitions of [[the]] a plurality of localized service areas stored at the apparatus, and

determining the apparatus is located in the localized service area when the current geographic location of the apparatus is within [[the]] a geographic definition of the localized service area.

21. (Previously Presented) An apparatus of claim 20, wherein the apparatus is further caused to:

receive control information from a plurality of base stations, the control information including geographic coordinates of each respective one of the base stations; and

average the geographic coordinates of the base stations to obtain the current geographic location of the apparatus.

22. (Currently Amended) A non-transitory computer-readable storage medium carrying one or more sequences of one or more instructions which, when executed by one or more processors, cause an apparatus to at least perform the following steps:

generating a message when the apparatus determines that the apparatus arrives in a localized service area, the message specifying that the apparatus is in the localized service area; and

cause, at least in part, transmission of the message to a communications system; and

receiving, in response to the message, one or more available services localized based upon the localized service area,

wherein the apparatus is embedded in a mobile user terminal.

23. (Currently Amended) A non-transitory computer-readable storage medium of claim 22, wherein the apparatus determines that the apparatus arrives in the localized service area by:

comparing a current geographic location of the apparatus with a geographic definition of the localized service area stored at the apparatus, and

determining the apparatus is located in the localized service area when the current geographic location of the apparatus is within the geographic definition of the localized service area.

24. (Currently Amended) A non-transitory computer-readable storage medium of claim 22, wherein the apparatus is caused to further perform:

receiving control information from a plurality of base stations, the control information including geographic coordinates of each respective one of the base stations; and

averaging the geographic coordinates of the base stations to obtain the current geographic location of the apparatus.

25. (Previously Presented) A method of claim 7, wherein the localized service area is defined independently from cells, and the current geographic location of the mobile station includes geographic coordinates.

26. (Previously Presented) A method of claim 7, further comprising:

causing, at least in part, transmission of a notification indicating that the mobile station determines that the mobile station departs the localized service area to change reception of the one or more available services.

27. (Previously Presented) A method of claim 7, wherein the localized service area is defined in a chronological term, a temporal dimension, or a combination thereof.

28. (Previously Presented) A method of claim 7, wherein the one or more available services include call pricing, call prioritization, a modulation method limitation, a communication data rate, communication connection quality, routing of incoming data to the mobile station or another mobile station, activation or inactivation of automatic call transfer, activation or inactivation of a voice mail service, or a combination thereof.